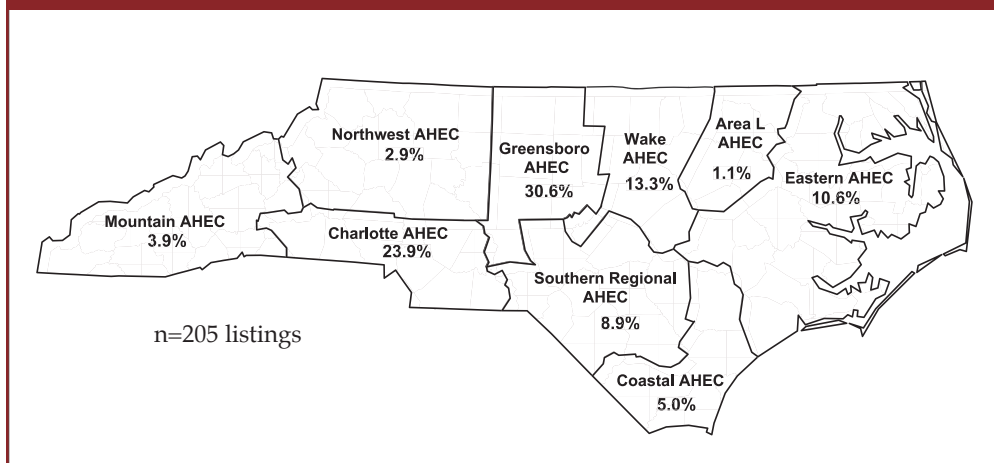


## B. The North Carolina Allied Health Vacancy Tracking Pilot Project

The North Carolina Allied Health Vacancy Tracking Pilot Project, conducted by the Cecil G. Sheps Center for Health Services Research at The University of North Carolina at Chapel Hill tracks newspaper employment advertisements across North Carolina to identify trends in frequency, practice type, location and use of incentives in job listings.<sup>27</sup> Advertisements for several allied health positions, including clinical laboratory sciences practitioners were tracked for 12 weeks (February 1 to April 18, 2004) across 10 regional newspapers. This pilot project only tracked newspaper listings and does not reflect other recruiting methods utilized by some employers, such as company websites or staffing agencies. In addition, employment listings do not reflect unique job vacancies: repeated advertisements were counted each time they appeared in one of the newspapers over the 12-week period. Preliminary data on the analysis of advertisements for clinical laboratory sciences positions revealed the following:

- ♦ 205 employment listings for clinical laboratory sciences positions were found (91 for medical laboratory technicians, 73 for medical technologists and 41 listings for either a medical laboratory technician or a medical technologist). Individually, the number of vacancy listings for medical laboratory technicians or medical technologists falls below listings for other allied health professions tracked in the pilot. However, added together, the number of positions for clinical laboratory sciences (MTs and/or MLTs) trails only listings for occupational therapists in the highest number of vacancy listings.
- ♦ The largest number of employer listings for MTs and/or MLTs was found in the Greensboro Area Health Education Center (AHEC) region (30.6%). This was followed by 23.9% of listings advertising vacancies in the Charlotte AHEC region [Figure 7].
- ♦ Several health care organizations in neighboring states, particularly South Carolina and Virginia, used North Carolina newspapers to attract applicants.
- ♦ Hospital-based laboratory positions accounted for 76.4% of listings; 12.6% were in private laboratories and 7.3% in medical practices or clinics.
- ♦ Ten listings (5%) advertised sign-on bonuses ranging up to \$6,000. Three employers offered relocation assistance or tuition reimbursement up to \$3,500. Surprisingly, nearly half of these incentive packages were offered by employers in South Carolina; the remainder by hospitals in Eastern North Carolina, which may indicate regions that have difficulty recruiting clinical laboratory sciences practitioners to their areas.
- ♦ The number of weekly advertisements across all 10 newspapers was relatively stable across the 12-week tracking period, which may suggest sustained recruitment needs over time.

**Figure 7. Clinical Laboratory Sciences Job Listings by AHEC Region  
North Carolina, 2004**



Produced by: North Carolina Health Professions Data System, Cecil G. Sheps Center for Health Services Research, The University of North Carolina at Chapel Hill.

Source: North Carolina Allied Health Vacancy Tracking Pilot Project, 2004. Cecil G. Sheps Center for Health Services Center.

Notes: Includes listings tracked from North Carolina newspapers for positions advertising medical technologists (n=73), medical laboratory technicians (n=91) and medical laboratory technicians/medical technologists (n=41) from February 1 to April 16, 2004. Percentages do not include listings for positions outside of North Carolina (n=11) and those with missing location (n=14).